

NEWS RELEASE

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**DeepTarget’s 3D StoryTeller Recognized As Best Solution for Improving Operations in *Bank Director*’s 2021 Best of FinXTech Awards**

**MADISON, AL., May 13, 2021** – [DeepTarget Inc.,](https://www.deeptarget.com) a solution provider that utilizes data mining and business intelligence to deliver targeted engagements across digital channels for financial institutions, today announced its [3D StoryTeller](https://www.deeptarget.com/3d-storyteller)™ was selected as the Best Solution for Improving Operations in this year’s Best of FinXTech Awards, powered by *Bank Director*.

Through the Best of FinXTech Awards, *Bank Director* recognizes the efforts of financial technology solutions within its [FinXTech Connect platform](https://finxtech.com/finxtech-connect/) that best help financial institutions grow revenues, create efficiencies or reduce risk. Based on Bank Director’s analysis of each solution’s capabilities – including substantial, tangible results and feedback from financial institution partners – awards are given to the top-rated financial technology companies across various categories. Selected for its unique ability to improve operations at banks, DeepTarget’s communication and cross-selling platform, 3D StoryTeller, helps banks harness their customer intelligence for personalized, targeted communications.

“We are honored to be recognized as one of the top financial technology companies in this year’s awards,” said Jill Homan, President of DeepTarget. “We created 3D StoryTeller with discoverable AI-powered financial stories and built-in predictive campaigns – enabling financial institutions to match targeted offers, financial fitness information, onboarding information and relevant community messaging to consumers based on their specific financial journey.”

“Through the bank client interview stage of our awards process, we learned that DeepTarget’s 3D StoryTeller drove a permanent click-through rate increase of 700% for one of their bank clients,” said Emily McCormick, Vice President of Research at *Bank Director*. “This is just one reason why we are pleased to congratulate DeepTarget on earning the title of Best Solution for Improving Operations in the 2021 Best of FinXTech Awards.”

To see the full list of this year’s winners and for more information about the [2021 Best of FinXTech Awards](https://www.globenewswire.com/Tracker?data=cM4J_0dEYkrWKiiMtmzzUHW7Ak72Ag_RgdiBowRmRi7zijpvMQN0AVAZ-8OY5rgvDU5EYkGZ_cjxGVy9yiDdv5L9NZVVwU4N9pzPTvgJvww5PXlXi2PiCF0clAsJNPQEXpDU7QVV_CHZWUl3VyRvMw==) or [FinXTech Connect](https://www.globenewswire.com/Tracker?data=LNg35rjULKy0o47bHZ78pt4OlslT5I4CcGTRpXsBBEJA3WLWDYNqPy2KNMHuUpDYcPiCzHqdydgRFx-sD2amTVYTo4LY1CihoGnRkWkPwbg=), please visit [BankDirector.com](https://www.globenewswire.com/Tracker?data=TgHDC8rwSnXv9jVtbQliFFhCXhHsMXzTw5cqbFhIl3LvW5QHyp5A7FChh5T-mpIEq8vPqgvlXvSXXjXDlB0LyJCH8kt_ZQktj8k24Z9Ui8g=) or [FinXTech.com](https://www.globenewswire.com/Tracker?data=LNg35rjULKy0o47bHZ78plpWO_VB5XqaRnaz1nMMteKpQN8VWyAQakyh6WP1RtJZuzBlppm6rqsqZY-6cAEJMw==).

**About FinXTech**

Launched in 2014, FinXTech is a resource powered by Bank Director, which specializes in connecting a hugely influential audience of U.S. bank leaders with technology partners at the forefront of innovation. FinXTech makes it easier for banks and technology companies to work together - through its exclusive in person events, editorial content and online FinXTech Connect platform. For more information, please visit [FinXTech.com](https://finxtech.com/).

**About DeepTarget**

DeepTarget helps financial institutions integrate data sources for the purpose of driving meaningful digital engagements that yield more loans and deposits. Their solutions help financial institutions connect with their customers with messages that resonate. DeepTarget’s intelligent digital marketing and sales solutions are used by hundreds of financial institutions to provide a seamless communications experience wherever, whenever, and however their customers bank. For additional information visit [www.deeptarget.com](https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.deeptarget.com%2F%3Ffbclid%3DIwAR1W6mDOaQQG5JO5w64pD5FLoSfNrLCfcCzEG-9l24jJSfSA2FEXXjuG1Hg&h=AT37N3H4DdZM6wHMGqPPIvTm0ItHRLWLyEQUUnsYR-OPX_wrKQB419DcRwpoyfoR3rH7uJnSmJkDMxdtccDKJWHzzF0CVtgllpkeSeNcVF6_F1KYh6sT-2HLS_HHeA6L8iE).

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